

Global Market Opportunities Report for HVAC&R Equipment

In the industrial arena, the production of CFCs will present export opportunities for Argentina since developed countries will reduce CFC production to 15% in 1994 and 0% towards the end of 1995.

KNOWLEDGE OF CANADIAN EXPORT CAPABILITY

There is very limited knowledge of Canadian export capability with the exception of nuclear technology. As far as the HVAC&R technology is concerned the knowledge is almost non-existent. For example, in the area of refrigerators/freezers in 1993, there were only 4 refrigerators imported from Canada. There is, however, a distributor of Lennox HVAC products in Buenos Aires.

A few articles and/or advertisements in some of the most popular trade magazines mention HVAC&R related projects being carried out by Canadian institutes. An example is the Canadian Heating, Refrigeration and Air Conditioning Institute's participation in two international technology transfer projects with Brazil and China.

CANADA'S PERCEPTION AS A SUPPLIER VS. OTHER FOREIGN COMPETITORS

Since there is very little awareness of Canadian export capability, Canada's perception as a supplier vs. other competitors is extremely difficult to assess.

PREFERRED MARKETING AND DISTRIBUTION CHANNELS

Manufacturers (Aurora, Philco, Helametal) sometimes import non-competitive products to complement their lines, but retailers do most of the importing. These include chain stores such as Frávega, Carrefour, Brukman, etc.

AGENTS/DISTRIBUTORS OR COMMERCIAL OUTLETS FOR HVAC&R SECTOR

INFRARED HEATERS MANUFACTURERS

MAQUINARIAS LANDAU

Av. Asamblea 524

(1424) Buenos Aires - Argentina

Tel: (54-1) 923-2424/0918/92-7875

Owner: Mr. Oscar Landau

MARTINEZ HNOS. SRL.

Cavour 3727

(1824) Lanús - Pcia. de Buenos Aires - Argentina

Tel: (54-1) 241-7016/247-6593 Fax: (54-1) 247-6593

Owner: Mr. Alberto Martínez